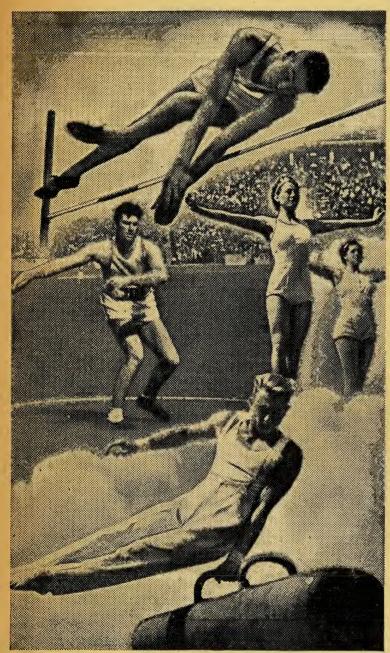
Copyright 1948, by Westport International Films, Inc.

Released thru United Artists

Narrated by Bill Slater

KINGS OF THE OLYMPICS

America's Greatest Sports Triumphs!



Cameras Capture Olympic Action 600 cameras catch Olympic Action currently seen in "Kings Of The Olympics" at the

600 Cameramen Shoot Olympics

A highly dramatic full-length feature film called "Kings of the Olympics," showing the now-historic 1936 games, has been acquired by United Artists and will open on .. is a Westport International Films presentation.

This exciting film, never before shown anywhere, was edited from the

work of 600 ace cameramen who covered every intimate detail of the spectacular Olympic competition, in which the United States won twentyfour championships.

Highlighted are the triumphs of the American laurel winners, includng Jessie Owens, who set a new ympic record in the running broad ip, and Archie Williams, John odruff, Earle Meadows, Ken Car-

penter, Cornelius Johnson, Marjorie Gestring and Dorothy Poynton Hill who all contributed topnotch performances. Shown also are the victories of the contestants from all the countries participating in these spectacular games.

Bill Slater, popular announcer and sports authority, who broadcast the 1936 Olympic Games for CBS, provides a first-hand commentary for the

Measure for Measure

The Olympics, as revealed so thrillingly in United Artists' "Kings of the Olympics," the panorama of the great 1936 games, are conducted according to metric measure. For the purpose of understanding the comparative distances, here's a simple table:

1 meter equals 38.37 inches. 1 meter equals 38.37 inches.
100 meters equal 109.3 yards.
1 mile equals 1609.3 meters.
1 yard equals 0.914 meters.
1 foot equals 0.3048 meters.
"Kings of the Olympics" is a

full-length feature film produced

Olympic History **Rich In Color**

When United Artists' exciting film, Kings of the Olympics," arrived on

Theatre last sports enthusiasts to reminisce about ormer modern Olympic Games in which United States athletes partici-pated. "Kings of the Olympics" is a full-length feature picture portraying the dramatic events in the last Olympic Games held in Berlin, in 1936, and has never before been shown to any screen. The 1948 Olympics, to be held in England, are the first Olympics to be held since that year.

Of all the sports indulged in by man, none has so rich and historic a background as the Olympic Games, which were originated many years prior to the Christian Era by the Greeks, were banned in 392 A.D. by a Roman Emperor, and revived in 1896, with many of the features of the ancient programs being continued into this generation.

Not much publicity was given to the 1896 revival of the Olympics by the U.S.A. newspapers, the project being regarded as strictly European. But the idea captivated a small group of American athletes, who decided to participate in the Games. Since there was no American Olympic Committee at the time, there was no money for the trip.

(Continued on page 2, col. 2)



Winning Form Here's a montage from "Kings Of The Olympics" currently at the Theatre, where the tops in sports exhibit the tops in top.

'Kings of Olympics' Show Style In Film Thriller

held this year in England.

The action in "Kings of the Olympics" is centered chiefly around the track and field events, and the swimming, since these have always been the outstanding features of the Olympic Games. Some 600 top cameramen are responsible for the footage, which is easily the finest cinematographic record of sports ever made.

Although the exploits of the magnificently trained contestants from 51 nations are important features of this unusual film, such as the victories of the English in the 2-oar shells; the German Javelin and 4-oar boat achievements; the Japanese hop,

Earle Meadows Looms As Olympic Captain

the last Olympic Games—the 1936 thrillers depicted in United Artists' dramatic full-length film, "Kings of

the Olympics" now at the Theatre through United Artists re-lease—is Earle Meadows, slender Texan who beat out Japan's Shuhei Nishida in the pole vault. And Earle, who has never failed to vault fourteen feet since he was a sophomore at the University of Southern Cali-fornia in 1934, is currently aiming at the captaincy of this year's United States squad and the right to carry the American flag at the opening of men. ceremonies in London, July 30. In d

the United States team, and Meadows intends to join Boo Marcum and with the Army."

The lone hold-over champion of Bob Richards as the third vaulter. And, as the oldest man on the team (if he makes it at the trials at Evanston, Ill., early in July), and the lone surviving champion of the victorious squad of a dozen summers ago, Meadows would have the honor of being the U. S. color bearer.

Meadows, who has been competing in indoor meets this past winter with huge success, is now studying voice as a graduate student at Howard Payne University, at Brownwood, Texas, where he doubles as manager of the book store and assistant dean

remonies in London, July 30.

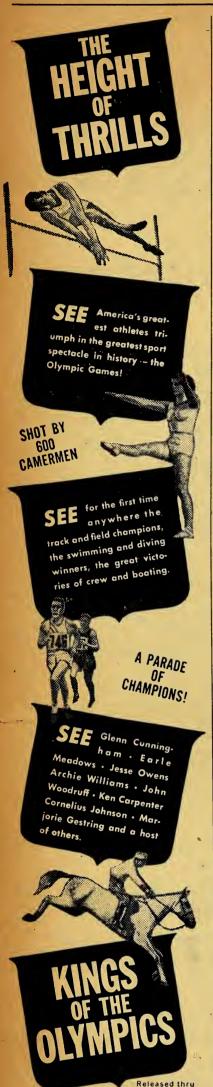
Three vaulters will be chosen for vaults, Meadows said: "Why, I even

step and jump victory, and many others, it is the triumphs of the American laurel winners that high-light the film.

There is the unforgettable Jesse Owens, for instance, winning the 100 meter dash and setting a new Olympic record in the running broad jump; and Earle Meadows setting the Olympic all-time pole vaulting mark of 14 feet 3½ inches, as well as the sensetional exploits of such as the sensational exploits of such fine athletes as John Woodruff, Archie Williams, Cornelius Johnson, Dorothy Poynton Hill and Marjorie

Westport International Films, Inc., are presenting "Kings of the Olympics," with United Artists releasing.

NOTE: This page can be enlarged for lobby display or reproduced for giveaway tabloid. Add theatre name at top.

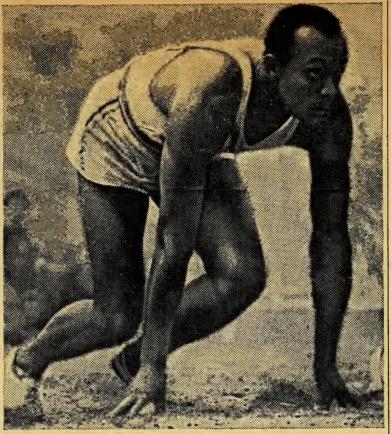


Honor An Oldtimer

I col. x 158 lines

1896 is the first year of the "modern" Olympics. In cooperation with a local newspaper try to locate anyone in your area who attended those games in Athens, Greece. Invite this oldtimer to be your guest at the opening of "Kings Of The Olympics" at your theatre. Aim for newspaper interviews and pictures of him entering your theatre.

Based on this idea, an arrangement for obtaining local people's pictures taken at the Olympic Games should be made and the photos used for a lobby display.



Jesse Owens, currently in "Kings Of The Olympics" at the. Theatre, digs in for a flying start to capture the 100 Meter Dash, and establish a new 1936 Olympic record.

Olympic History Hometowns of Rich In Color

(Continued from page 1)

However, Robert Garrett, a Princeton student, influenced three other Princeton boys to agree to go along with him on the trip, Garrett supplying the money for the expenses. The Princeton group was made up of Garrett, who had done some shot putting, but no discus throwing, and had performed in the jumps: Francis A. Lane, a sprinter; Herbert B. Jamison, a middle distance man; Albert C. Tyler, who was a pole vaulter.

James E. Connally, a Harvard freshman, having heard of the plans. asked permission to go along, and paid his own expenses. Meanwhile, the Boston Athletic Club officials, learning that some other boys wanted to compete resisted a fund to defeat to compete, raised a fund to defray their expenses, and that is how Thomas Curtis, Thomas Burke, Ellery H. Clark, William Hoyt and Arthur Blake completed the American team which set off for Europe.

The first final event of a 12 contest program was called the hop-step-jump. All the entrants moved to the starting spot, and Connolly tagged along. He was asked who he was, and he answered:

"Connolly of the United States."
Connolly went into competition with the best men that European nations had nominated, and made the hop-step-jump mark of 45 feet. It was better than anybody else could do, and therefore Connolly became the first Olympics Games champion to be crowned in more than fifteen cen-

After Connolly scored his victory, Garrett won the shot put, and fol-lowed with victory in the discus throw. Hoyt, tall and slim, entered the pole vault. He out-leaped every-body else, to give the United States another triumph. Clark won both the high jump and the broad jump. Burke was an easy winner in the 100 meters run, and also the 400, while Curtis distanced competition in the 110 meters hurdle.

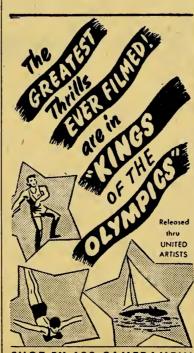
The Americans, realizing their physical handicap at anything calling for perfect fitness, passed up the 1500 meters and the marathon, but, with 9 victories in 10 tries, piled up the most remarkable record in the entire history of the modern Olympic

In your lobby, over your marquee and in front of your theatre an at-tractive pattern can be set-up by arranging a display of Olympic banners and national flags of various nations. Added to this, include pennants and colors of local schools, and athletic clubs for more color.

Olympic Champs

Here is a list of names and hometowns of American medal winners who competed in the 1936 Olympic Games, and who are currently seen in the film. There were some 400 others who comprised the Olympic squad and whose names can be found in your local newspaper morgue. Check these files and have local members of the 1936 Olympics as your guests at the opening. Suggest they review the film for your local newspaper. Feature them in your lobby displays along with the stars in the film. Wherever possible aim for newspaper picture and story breaks based on these suggestions.

Jesse Owens......Cleveland, Ohio Ralph Metcalfe..Milwaukee, Wisconsin Frank Wycoff......Glendale, California James LuValle.....Los Angeles, Calif. Archie Williams.....Los Angeles, Calif. Majorie GestringLos Angeles, Calif. Katherine Rawls. Fort Lauderdale, Fla. John Woodruff......Connellsville, Pa. Glenn Cunningham Lawrence, Kansas Kenneth Carpenter Los Angeles, Calif. Gordon Dunn......San Francisco, Calif. Earle MeadowsFort Worth, Texas William SeftonLos Angeles, Calif. William GraberLos Angeles, Calif.



SHOT BY 600 CAMERAMEN!

I col. x 50 lines Mat 102 Facts About the Film:

"KINGS OF THE OLYMPICS" Filmed by 600 Cameramen

This motion picture of the 1936 XIth Olympiad, filmed by 600 cameramen, has been called the finest cinematographic record of sporting events ever made.

The XIth Olympiad constituted the greatest and most spectacular sports festival the world has ever known. More than 5300 athletes, comprising 4100 men and 1200 women, from 51 nations competed in an unprecedented total of 142 events.

EVENTS

100 Meters Run • 400 Meters Run • 800 Meters Run • Running High Jump • Running Hop, Step and Jump • Javelin Throw • Discus Throw • Women's Diving • Single Sculls • 4-Oared Shell • 8-Oared Shell • 1500 Meters Run • Pole Vault.

Narrator: Bill Slater

Running Time: 60 Minutes

Released Thru United Artists

Torch of Olympics

Since the Olympic's inception the blazing torch has been used as the symbol to designate the opening of the games and has been kept burning throughout the period of Olympic contests. The night before the Similar torches should be kept burning after the opening of the UA Theatre!"

Similar torch. Attached to his back add a sign with the following suggested copy: "See The Opening Of The UA Theatre!"

Similar torches should be kept burning above your margues. This pic contests. The night before the opening of your film a man dressed as a track contestant should jog through your main streets bearing a pots under a papier mache torch.



2 col. x 85 lines-170 lines

Mat 203

2 col. x 14 lines-28 lines

Mat 201



Mat (1A)

Special Sports Screening

Prior to the opening of your film invite a group of sports newspaper reporters and radio commentators, forecasters, school athletic coaches, and leading local sport figures to a special screening at your theatre. Aim for newspaper and radio breaks along with comment angled on 'Olympic' highlights which can be adapted for lobby displays and local newspaper ads. Stimulate the after screening comment by asking, "Whom Do You Consider The All-Time King Of The Olympics?"

"SEE" Board

By adapting the "SEE" panels of Ad #105 and enlarging them ou can effect an interesting lobby display, or lobby spots.

OLYMPIC QUIZ

Here are three 'Olympic' angles which afford six outlets for local newspaper editors. Each of the questions can be used as either newspaper essay contests or as inquiring reporter gimmicks. In any case offer free guest tickets to see "Kings Of The Olympics" as prizes for the best answers received.

These are your questions:

- 1. What Sport Event On The Olympic Program Is Your Favorite?
- 2. Whom Do You Consider The Most Outstanding Contestant Of The '48 Olympics Thus Far?
- 3. Does The Olympic Competition Tend To Cement International Relationships?

Don't overlook the potentialities of these same questions for use as lobby contests, or to form the basis for radio discussion programs.

> Order all ad mats from National Screen Exchange

For Sports' Columnist

Below is a suggested column you might present to a local sports columnist to use after seeing "Kings Of The Olympics."

SPORTS SLANTS

"Kings Of The Olympics" Brings Top-Flighters Back Into Action

1936 was the year of the XI Olympiad and names like Glenn Cunningham, Earle Meadows, Jack Lovelock of New Zealand, Luigi Beccali of Italy, Katherine Rawls and Dorothy Poynton Hill were hogging the headlines of every sports page in America. Then came the years between and different types of headlines were screaming across the front pages.

Yesterday, I dropped into the Bijou Theatre, relaxed in plush comfort and drifted back to the 1936 Olympic Games. There weren't any uniformed men fighting for some ideology of world supremacy; the only uniforms worn were by those "Kings Of The Olympics" who were fighting tooth and nail to outsprint, outlast, or outjump his nearest opponent and register a few markers with the official score keepers. I watched fascinated as the grand "old" men of yesterday came to life again with all their stamina, strength and burning speed.

Here was entertainment and here was sports history recorded in sixty thrilling minutes of celluloid film called, "Kings Of The Olympics." watched "king" Jack Lovelock of New Zealand upset the best America had to offer in the unforgettable 1500 meters. There he was again outsprinting Glen Cunningham, Archie San Romani, and Luigi Baccali with a last lap kick that fairly burned the cinders from the track. Along came Jesse Owens, "King of the Sprinters" to capture heat after heat of preliminary dashes, and blaze to an even more breathless triumph in the final event. Ken Carpenter appeared with his record smashing discus throw of 165 feet and 73% inches to outdistance all competition. I saw Earle Meadows, the favorite son of California outvaulting the best in the world, as well as his popular team mates Bill Sefton and Bill Graber, to establish a new and still unsurpassed Olympic mark.

I strained and sweated with the famous American eight-oared shell from Washington State as she swept to a brilliant victory. I joined the feminine 'kings" Dorothy Poynton Hill, Katherine Rawls and youthful Majorie Gestring as they displayed the form and poise that captivated the hearts of the crowds and the votes of the judges, as they added diving laurels to the mounting American point total. And there was Ralph Metcalfe and John Woodruff pounding away with that tremendous driving stride that insured another American score.

There never was a moment when the audience wasn't absorbed by Bill Slater's excellent narration, and intent upon the performance of the "Kings" on the screen. It was ringside and box seat stuff to watch the work of 600 cameramen, and there was a special kick way down inside every time the "Star Spangled Banner" rang out and you knew more points were being added to America's greatest sports triumph.

We doff our Yankee Doodle Dandy cap in real homage to America's real royalty, "Kings Of The Olympics."

Sponsor A Junior Olympics

In cooperation with a local newspaper and leading athletic associations, sponsor a Junior Olympics for the youngsters of your community. The idea is to include all seasonal sport events into a program for a limited age group of your own choosing. Set up an entry blank for newspaper, cooperating stores and lobby use. Encourage team as well as individual competition, by seeking entries from school groups, church groups and athletic clubs. Award guest tickets and medals to winning contestants. Arrange for a lobby display of the local "Kings Of The Olympics."

A GIGANTIC PARADE OF SPORT THRILLS!



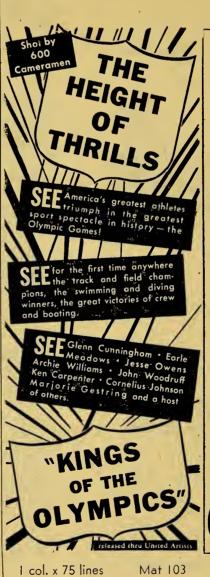
2 col. x 50 lines-100 lines

Mat 202



2 col. x 100 lines-200 lines

Mat 204



Mat 103

Mat 301

Shot by 600 Cameramen

1 col. x 75 lines Mat 104

GREATEST THRILLS EVER FILMED!

THE GREATEST THRILLS EVER CAUGHT ON FILM! . . SHOT BY 600 CAMERAMEN!



1 col. x 14 lines

Mat 101

FIRST TIME

UNITED ARTISTS PRESSBOOK

FILMED BY 600 CAMERAMEN!!

Copyright 1948, by Westport International Films, Inc.

Released thru United Artists

Narrated by Bill Slater

CHAMPIONS!

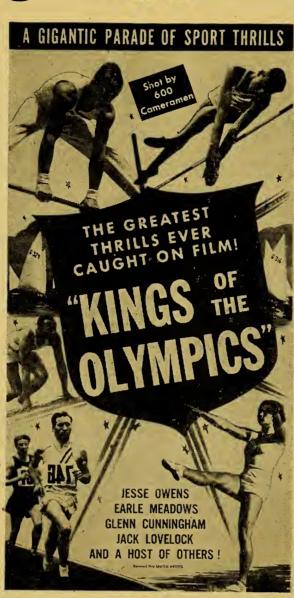
POSTERS AND LOBBIES



HERALD

THEATRE IMPRINT

This timely selling aid gives the program of events for the 1948 Olympics to be held in London, England, during July-August. **Excellent for distribution to** sports writers, schools, colleges, athletic clubs and at all local sporting events. Also arrange for co-op distribution through local sports stores, bars and restaurants. Place merchant ads on back of herald to defray your cost.



3-SHEET



Set of 8-11 x 14 Display Cards



CAUGHT ON FILM!

OLYMPICS

 14×36 **INSERT** CARD



22 x 28 Display



Slide

Order All Accessories From National Screen



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Digitization and post-production completed in the University of Wisconsin-Madison's Department of Communication Arts, with funding from the Mary Pickford Foundation.

Mary Pickford Foundation

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www.mediahistoryproject.org